

Web Advocacy Training for Campaigners

"Web 2.0" Tools and Tactics

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Learning Goals

- ▶ Define “web 2.0” characteristics
- ▶ Discuss motivations for employing 2.0 tactics
- ▶ Contrast considerations and tradeoffs
- ▶ Detail tagging strategies
- ▶ Define “Badge” and “Widget”
- ▶ List key sites
- ▶ Web 2.0 case study: greenmyapple.com

“Web 2.0”

- ▶ “Web 2.0” is an over-used but useful term for emerging web tools, tactics, & philosophy
 - It implies giving your audience and/or base a role in your online identity, content, and governance
 - It values interactive, distributed and peer-to-peer relationships in your organizational network
 - It utilizes blogs, social networks, & media sharing sites to complement traditional internet presence

Web 2.0: Defining Characteristics

► Functional traits

- User-created content, collaboratively edited
- Comments & discussion on specific content items
- User-driven ranking of new and existing content
- Content tagging and democratic categorization

► Social Network Aspects

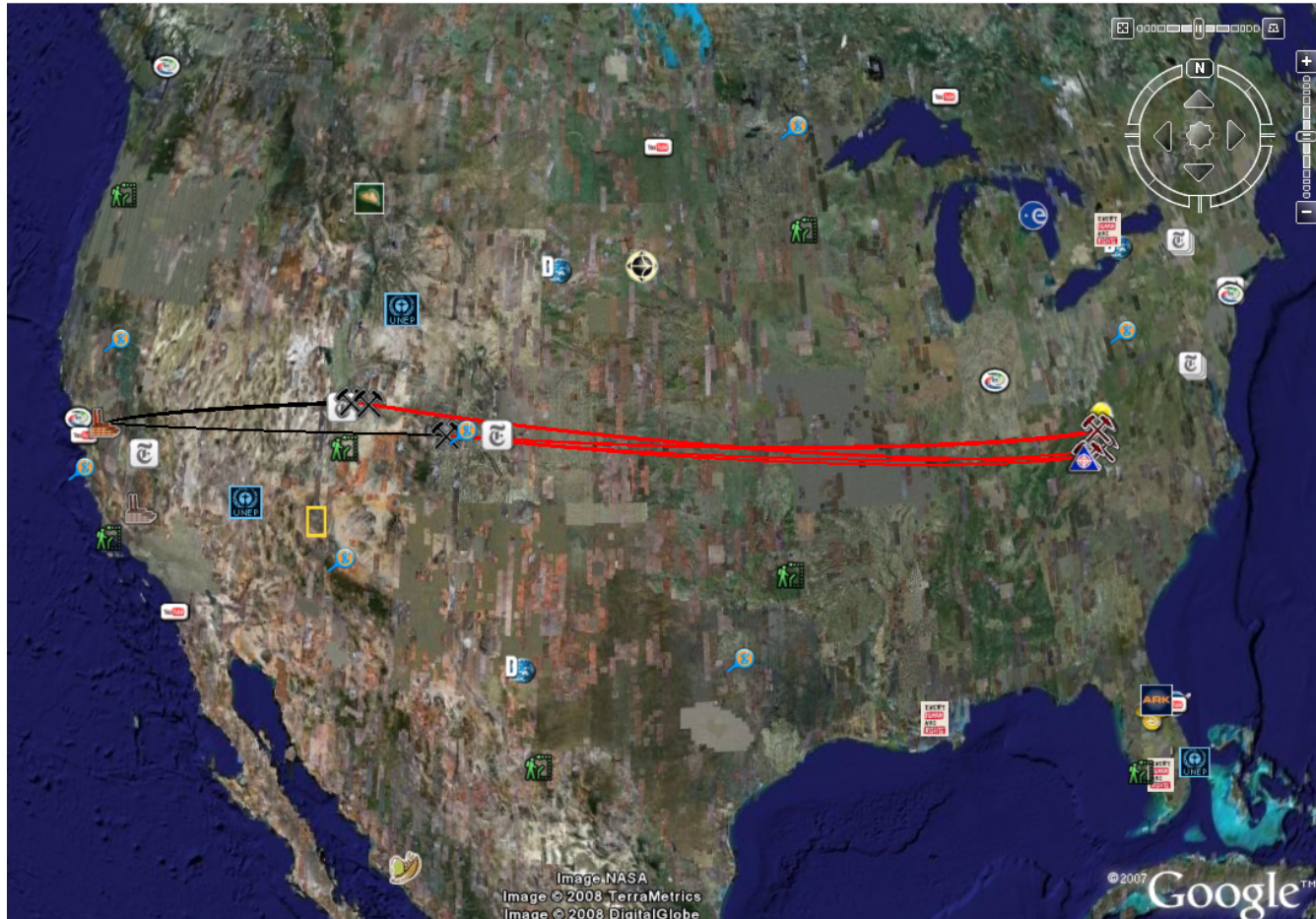
- User profiles and identities
- Visible relationships between people and groups

Web 2.0: Defining Characteristics

► Technology Features

- RSS Feeds
 - Gives web sites “radio station” behavior
- Aggregation and Mashup
 - Pull from multiple sources, mix together new views
- Badging
 - Embed content site-to-site, a la YouTube
- Tagging
 - Users collectively categorize by “tagging” content

Mashup - ilovemountains.org




Mashup - ilovemountains.org



Badges and Widgets

- ▶ Most Web 2.0 sites have tools that let you embed their content on your site
 - Flash or javascript are used to deliver content into your page with minimal programming
- ▶ Examples
 - Flickr badges, YouTube Videos, Upcoming Event Calendars
 - Find widgets at: <http://www.widgetbox.com>

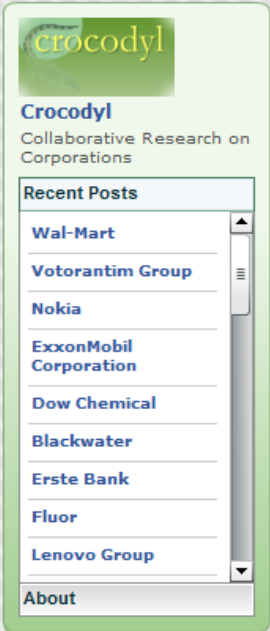
Badge Example - Crocodyl

 [Why use Widgetbox](#) | [Register](#) | [Sign in](#)

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Instantly turn your own blog into a widget like this one. [Make a Blidget](#) [GO](#)

Crocodyl



Crocodyl
Collaborative Research on Corporations

Recent Posts

- Wal-Mart
- Votorantim Group
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- Erste Bank
- Fluor
- Lenovo Group
- About


★★★★★ 1 rating 38 installs

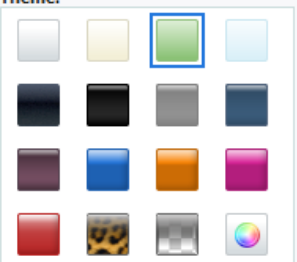
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more...

▼ Customize

Size:


Theme:


Display:

☐ Show images in posts (if any)

[Get Widget](#) ✓

Tagging

- ▶ Sites like del.icio.us, Flickr, YouTube allow users to “tag” content with keywords
 - Tags are aggregated into “tag rankings” and “tag clouds”
- ▶ Incorporate tagging into web 2.0 strategies
 - Viewing tag patterns across sites provides a global view of support engagement and activity

Explore / Tags /

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Over the last week

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Tagging Strategies

- ▶ Tags let you aggregate distributed content
 - Blog entries, flickr pictures, YouTube videos
- ▶ Tagging Best Practices
 - Have tags defined in advance
 - Use tags consistently across tag spaces
 - Have consistent tag syntax over time
 - People should be able to guess tags
 - Verify tag uniqueness
 - “already used” tags can create problems

Web 2.0: Why Do You Care?

► Benefits of new technologies

- Provides richer user engagement opportunities
- User-created content can dramatically augment and diversify campaign content
 - Tap vast creative pool in your base
- Propagates your message to broader audiences
- New dimensions for credibility and referral
 - Democratic and participatory
 - But beware the double-edged sword

Web 2.0 Considerations

- ▶ Establish your organization and campaign names on popular sites
 - Myspace, Facebook, Wikipedia etc.
 - These identities are becoming domain-like
- ▶ You do not have control over the message or content people tag with “your tag”
 - Aggregation of content on your site may cause issues

Archetypal Web 2.0 Sites

- Del.icio.us – Social Bookmarking
- Flickr – Industry standard for picture sharing
- Wikipedia – Open Encyclopedia
- Technorati – Meta-blog aggregation
- Upcoming.org – Massive event system
- NING – Platform for launching social networks
- YouTube – The main game in online video
- Digg – Social News Tracking

Archetypal Web 2.0 Sites

- ▶ Other Social News and bookmarking
 - Facebook News, Newsvine, Reddit, Stumbleupon, Furl, Spurl
- ▶ Create Social Bookmarking links
 - <http://www.addtoany.com>
- ▶ Feedreaders – Aggregate RSS feeds
 - Bloglines, MyYahoo, Google, Windows Live, Newsgator, Netvibes, Page Flakes

Web 2.0 – It's Getting Crazy



Web 2.0 Case Study

- ▶ Greenpeace is running the “Green My Apple” campaign
 - Goal is to get Apple Computer to have more environmentally responsible manufacturing
- ▶ Campaign used spoof web site coupled with best-of-breed web 2.0 tactics to create buzz
 - www.greenmyapple.com

Get people talking about this campaign. We've got some ideas, but feel free to invent your own.

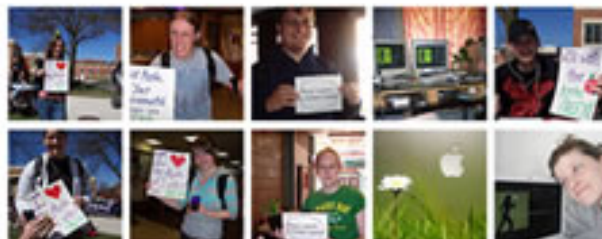
- Tell your friends about this site, especially if they're Mac users. [Send this video e-card](#).
- Link/Blog this site – don't forget to tag your blog entry with [greenmyapple](#). Use [these buttons and banners](#).
- Ask your favorite Apple news source to cover this campaign.
- Add this page to your [del.icio.us](#), [furl](#) or [other social bookmarking sites](#).
- [Digg](#) this page.
- Add this site to your [StumbleUpon](#) favorites.
- [Download a wallpaper for your Mac](#) to show your support for a green Apple.
- Wear the [funky organic campaign t-shirt or distribute some badges](#).
- Interested in promoting the campaign, and a student in the US? Visit the [US student ca](#)
- Add information and links about this campaign to relevant Wikipedia entries.
- Create a viral animation linking back to this site.
- Design a game.
- Send your old Apple components to Steve Jobs and tell him to figure out a better way to be holding on to that "hockey puck" mouse for too long. Give it up.)
- Change your email signature to link to this site.
- [Send us another idea](#) to post here



iBuzz: [Check out the talk \(pro and con\) and what fellow Apple customers/GreenMyApple campaigners are tagging at technorati and del.icio.us](#)

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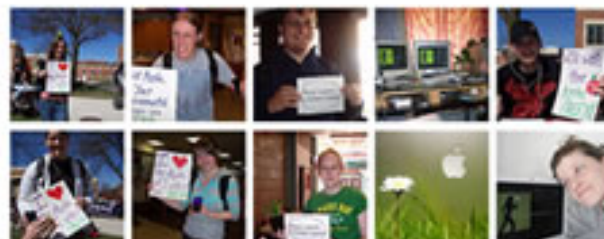
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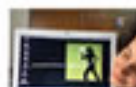
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ivys83 submitted 42 days ago (composmentis.wordpress.com)

Visita il sito italiano della campagna <http://www.greenmyapple.org/it/> [More...](#)[digg it](#)[Add Comment](#) | [Blog It](#) | [Email It](#) | Topic: [Apple](#) | [Bury](#) |

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ivys83 submitted 80 days ago (composmentis.wordpress.com)

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Yes - your Mac is Toxic

And you thought running Vista on it made it poisonous.

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 by [agile](#) on 9/27/06

+ 6 diggs

One point for Dell... if you go through their process of spec'ing a new system, they have an option to Recycle your old computer. Kudos.

 by [codebrock](#) on 9/29/06

+ 0 diggs

Tie point for Apple:

http://store.apple.com/Catalog/US/images/free_recycling_cover_page_popup.html by [medecar](#) on 10/29/06

+ 0 diggs

You can't recycle toxic waste:

"If Apple doesn't drop the toxics from its products, it doesn't matter how good a recycling program they have. Because toxics make recycling more hazardous. And eventually, the toxic chemicals will be released. Dropping toxics makes reuse and recycling of products simpler, safer and cheaper."

 by [ABQdarned](#) on 9/27/06

- 1 digg

I think Apple need to do more, but this website is stupid and unfair in light of other, less "green" manufacturers.

Thumbs down for Greenpeace on this.



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Video results for "greenmyapple"

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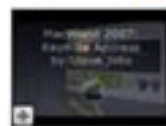
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Did you mean: [greenapple?](#)



[Steve Jobs 2007 Keynote \(spoof video\)](#)

02:23

<http://www.greenmyapple.org/> "This is the product that you, our users, asked for, and which all of us at ([more](#))

Tags: greenmyapple greenpeace apple mac macintosh environment steve jobs ipod text s&w facebook knixite meibook book pod

Added: 4 months ago in Category: [Howto & DIY](#)

From: [GreenpeaceVideo](#)

Views: 101,355

★★★★☆

376 ratings



[Giona calling Steve at Cupertino](#)

00:05

<http://www.greenmyapple.org/>...greenpeace amsterdam apple mac macintosh greenmyapple movie imac ipod nederland steve jobs environment ecology ([more](#))

Tags: greenpeace amsterdam apple mac macintosh greenmyapple movie mac book selected steve jobs environment ecology

Added: 5 months ago in Category: [People & Blogs](#)

From: [GreenpeaceVideo](#)

Views: 3,186

★★★★☆

17 ratings



[Hi, I'm a Mac - Greenpeace Apple parody](#)

00:36

www.greenpeace.org/usa/apple Greenpeace has got a better idea for next year's coolest new product: a greener Apple. Check out the ad ([more](#))

Tags: greenpeace greenmyapple toxic technology mac apple

Added: 7 months ago in Category: [Howto & DIY](#)

From: [outcast101](#)

Views: 62,483

★★★★☆

170 ratings



[Greenpeace "greens" SF Apple store](#)

02:17

on jan. 8 2007 Greenpeace protested against the use of toxic materials in ipods. The did a guerilla protest campaign by setting the SF Apple store in green ([more](#))

Tags: mac apple greenpeace protest greenmyapple

Added: 4 months ago in Category: [People & Blogs](#)

From: [cardinalslender](#)

Views: 1,577

★★★★☆

6 ratings

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for first 6 months

• up to 3 Mbps

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New on YouTube

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Learned a Life Lesson the hard way? You could win \$10,000! [Click for more](#)

You could win \$25K or

Section Summary

- ▶ Learned “web 2.0” characteristics
- ▶ Defined “mashup”, “badge” and “tag”
- ▶ Discussed motivations for using 2.0 tactics
- ▶ Contrasted considerations and tradeoffs
- ▶ Detailed tagging strategies
- ▶ Surveyed key sites
- ▶ Web 2.0 case study: greenmyapple.com

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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